



ROYAL COLLEGE OF  
PHYSICIANS OF IRELAND



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## 10 years of the Workplace Smoking Ban in Ireland

Monday 24 March 2014

### Tobacco control – the next 10 years

**Dr Kristina Mauer-Stender**

In order to talk about our future vision for tobacco control in Europe, we have to look into the past. What has happened in Europe in tobacco control since the adoption of the first ever international health treaty, WHO Framework Convention on Tobacco Control ten years ago? Are European adults and youth smoking less? Have countries been committed to health and taken bold actions in tobacco control? Who have been leaders we can be proud of and learn from?

In light of the newly adopted global voluntary targets on non-communicable diseases by 2025, what is the vision of Europe in terms of achieving the global target, 30% decrease in tobacco use in 10 years? Are we ready to look beyond tobacco control and start discussing about a Tobacco Free Europe?

Key questions are what should be done and how to make the 2025 target a reality in Europe? And is a Tobacco Free Europe inspiring and realistic?



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